

# LEVERAGING WORKPLACE CULTURE TO ATTRACT TOP TALENT

CHECKLIST



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Companies with dynamic workplace culture draw outstanding job candidates. Use this two-part checklist to assess whether your culture includes the qualities they want to see, and how to amplify your culture in the recruiting process.

## How to build workplace culture that draws the best job candidates:

- ☐ Ensure that your culture reflects alignment between company values and your staff's behaviors.
- ☐ Make your culture a welcoming environment where everyone embodies your DEI policies.
- ☐ Create a culture that brings out the best in employees and contributes to their wellbeing.
- ☐ Establish a culture that promotes collaboration where staff members help one another succeed.
- ☐ Build your culture with elements that contribute to your employees' development.
- ☐ Emphasize effective communication and transparency in your culture.
- ☐ Be sure your culture helps instill a sense of purpose for employees.
- ☐ Demonstrate that your culture values work-life balance and reflects compassion.
- ☐ Make meaningful recognition of team members' contributions a priority in your culture.
- ☐ Include an outward focus in your culture so your company shines as a community partner.

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## 10 Ways to use workplace culture to recruit and hire great employees:

- ☐ 1) Incorporate your company's culture in your recruiting strategy.
- ☐ 2) Describe your culture in clear and relatable language across all media.
- ☐ 3) Feature your culture prominently on your website.
- ☐ 4) Use your recruiting tools to demonstrate your commitment to workplace culture.
- ☐ 5) Showcase your culture in job ads.
- ☐ 6) Highlight your culture via social media.
- ☐ 7) Publish employee testimonials about your culture.
- ☐ 8) Demonstrate your commitment to your culture in the interview process.
- ☐ 9) Explain how your culture help recruits flourish and connects them to company goals.
- ☐ 10) Follow up with top candidates via email and include content showcasing your culture.

Want to learn more about how to build a vibrant workplace culture and use it to attract and retain top talent? [Schedule a call](#) with a CultureWise specialist today.